



**Board of Director's Meeting
November 21, 2016
Conference Call
3:00 p.m.
Agenda**

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|-------|---|----------------|
| I. | Welcome – Board and Staff Roll Call/Board Updates | Darren Rudloff |
| II. | Approval of Minutes from September 21, 2016 | |
| III. | Financials | Anita Benton |
| IV. | Contracts: | |
| | A. Information Only: | |
| | i. Melissa Elkins – Amendment Three – Date Extension | \$43,750.00 |
| | ii. WZRD, LLC | \$12,500.00 |
| | iii. Laramie County Tourism Board, d.b.a. Tourism Promotion JPB | \$5,000.00 |
| | iv. Casper Convention and Visitors Bureau | \$5,000.00 |
| | v. Sweetwater Travel and Tourism | \$3,750.00 |
| V. | New Business | Diane Shober |
| | A. Leveraging That's WY | |
| VI. | Old Business | |
| VII. | Executive Director's Report | Diane Shober |
| | A. Budget Forecast – Funding Options | |
| | B. Staffing Update | |
| VIII. | Nominating Committee | Sandy Newsome |
| | A. Board Development | |
| IX. | Public Comments | |
| X. | Executive Session | |
| XI. | Adjourn | Darren Rudloff |



**Wyoming Tourism Board of Director's Meeting
September 21, 2016
Jackson Lake Lodge – Jackson, Wyoming
12:00 p.m. Executive Session – Antelope 2 Room
2:00 p.m. Public Board Meeting – Wapati 1 Room**

Tourism Board Members Present: Sandy Newsome, Darren Rudloff, Mark Kupke, Liisa Anselmi-Dalton, Zannie Driskill, Mandy Moody-Phillips, John Rutter and Jim Waldrop

Tourism Board Member Absent: CJ Box

Staff Members Present: Diane Shober, Jenn Adu, Britney Butler, Kacey Caldwell, LeeAnne Cash, Angelina Cisneros, Michell Howard, Darin Lundberg, Jenny McCullough, Chris Mickey, Vicki Morris, Kristin Phipps, Monica Taylor-Lee and Becky Ward

Guests Present: Heather Bartman and April Ingle, Fahlgren Mortine; Hannah Kelbaugh, Miles Media; Bridget Wirth and Sarah Seidler, BVK

- I. Executive Session was held from 12:00 – 1:30 p.m.
- II. Chairman, Sandy Newsome, called the meeting to order at 2:04 p.m.
- III. The meeting minutes from August 15, 2016 were presented for approval. Zannie Driskill motioned to approve the minutes as presented, Jim Waldrop seconded; motion passed unanimously.
- IV. Financials – Executive Director, Diane Shober, reviewed the financials as of August 31, 2016. Liisa Anselmi-Dalton motioned to approve the financials as presented, Mark Kupke seconded; motion passed unanimously.
- V. Contracts:
 - A. APPROVAL:
 - i. **Fahlgren, Inc.** – Contractor shall continue the public relations plan/outreach strategy for Tourism. This will be the third year of this contract and shall not exceed \$416,667. This contract shall commence on November 1, 2016 and expire June 30, 2018. John Rutter motioned to approve this contract as presented, Mark Kupke seconded; motion passed unanimously.
 - ii. **Destination Analysts** – Contractor shall develop market intelligence to support Tourism's strategy to increase visitation to Wyoming among international markets representing the greatest potential economic impact to the state and highest Return

on Investment (ROI). If approved, this contract shall not exceed \$90,000 and is set to expire June 30, 2018. Jim Waldrop motioned to approve this contract as presented, John Rutter seconded; motion passed unanimously.

B. INFORMATION ONLY:

- i. **Mobile International, LLC – Amendment One** - this amendment will add \$6,900 to the original contract, so the Contractor can add a customized survey module. This will allow Tourism to gather important information necessary to build a visitor profile of the travelers who stop at Wyoming Welcome Centers. This module will replace the current digital survey, which is hosted through Qualtrics. Another added component is a visitor location map. In response to feedback, a digital visitor location map will be developed. The total contract, including this amendment, shall not exceed \$40,059 and is set to expire June 30, 2018.

VI. Executive Director’s Report:

- A. Travel Recreation Wildlife and Cultural Resources (TRW&CR) Committee – the next TRW&CR meeting is scheduled for October 6, 2016 at the Crook County Courthouse in Sundance. Branded Entertainment language was added to the footnote of the Film Industry Financial Incentive (FIFI) and the new proposed sunset date is June 30, 2023. Diane Shober, Michell Howard and Cameron Ross will meet prior to the meeting and review the FIFI information. The Board will be kept apprised of the meeting results.
- B. Novelty License Plates – Governor Mead has requested the Wyoming Office of Tourism (WOT) and Wyoming Department of Transportation (WYDOT) work together to produce novelty license plates featuring Yellowstone National Park, and incorporating the “That’s WY” logo. WOT’s advertising agency, BVK, has offered preliminary mock-up samples for WYDOT to work from. Thoughts are to have sale royalties put into statewide rest area maintenance and enhancements; however, nothing has been finalized.

VII. Director’s Report:

- A. Director of Global Sales and Service, James Scoon, updated the Board of recent department developments:
 - Destination Analysts will begin international research once their contract is complete. The countries of focus are: Canada, Mexico, United Kingdom, Germany, France, Australia, Japan and China. Results will help to determine the most efficient markets to target and build marketing strategy;
 - WOT is currently working with Rocky Mountain International (RMI) on re-branding ideas. Surveys are currently being conducted for effectiveness of the current brand;
 - WOT and Brand USA are working to build a China Ready Program. Areas expressing the most interest are: Jackson, Cody, Wind River, Sheridan, Casper and Cheyenne. Projected timeframe is between Fall 2016 and Spring 2017;
 - Jenny McCullough’s title has changed to Global Sales and Services Integration Manager. Jenny’s duties will include: propose and execute a winning brand strategy

and budget across all Brand USA opportunities; manage and assure quality and integrity of the messaging throughout WOT's international web platforms; develop and integrate industry outreach program for continual education of Wyoming partners across all markets; build comprehensive brand strategy for the markets of highest income; grow international partnership opportunities with Wyoming stakeholders; serve as the primary contact for Asian markets; monitor and build future marketing plans in markets with the highest ROI opportunities; integrate international strategy in one-time projects.

- Jenn Adu's title has changed to Global Sales and Service Partner Activation Manager. Jenn's duties will include: propose and execute a winning marketing strategy to reach the domestic travel trade; serve as the primary contact for the motor coach/package travel industry; coordinate Wyoming's trade familiarization tours and complete follow-up to ensure successful outcomes; serve as the main administrator for Wyoming Leads online and ensure the partners are notified upon posting; active Wyoming shareholder outreach programs to further educate on international and domestic markets; grow Wyoming's suggested itineraries library; partner with Wyoming suppliers to maximize the Wyoming product offered by the travel trade brochure and online promotions; assist in activating Wyoming brand outreach across all international markets; foster and nurture new and existing industry relationships.

B. Senior Director of Brand Strategy, Michell Howard, updated the Board on recent department developments:

- Visitor Engagement Senior Manager, Monica Taylor-Lee, is working to expand services of Mobile International for a customized survey module;
- Strategic Partnerships Senior Manager, Cameron Ross, is working to develop a variety of partnerships to offset project expenses. Michell Howard asked the Board to forward any prospective companies to Cameron Ross;
- BVK is negotiating a partnership with HGTV to highlight the Tiny House craze. The programs will be featured on HGTV, providing great recognition of Wyoming;
- A Public Relations Roundtable was held prior to today's Board meeting. Local industries participated and discussed challenges, successes and hopes for local future projects. John Rutter suggested including the National Park Service in future discussions;
- Jenny McCullough, Chris Mickey, Kristin Phipps and Monica Taylor-Lee recently visited the University of Wyoming to discuss how to better engage with visitors and encourage return visitation. The class will work on the subject over the semester and will offer suggestions to WOT in December;
- WOT is partnering with the University of Wyoming College of Business regarding an energy efficiency project. The prize for the winning idea will be a scholarship. The Master of Business Administration program will be charged with implementing the winning idea next semester;
- Brand Integration Senior Manager, Kristin Phipps, accompanied BVK on a ten day Summer Production and Winter Content Videos Shoot. The production and content will be featured through still photography, instream video and social media.

- VIII. Nominating Committee – Mark Kupke, Immediate Past Chair, addressed the Board and requested favorable approval of the following nominees for the next year:
- A. Chairman - Darren Rudloff
 - B. Vice Chairman - Jim Waldrop
Liisa Anselmi-Dalton motioned to approve the nominations as proposed, Mandy Moody Phillips seconded; motion passed unanimously. Sandy Newsome will serve as Immediate Past Chairman until she is term-limited on February 28, 2017.
 - C. Board Development Plan – Mare Kupke, District 2 and Sandy Newsome, District 5 are not eligible to reapply to the Tourism Board due to term limitations. Jim Waldrop, At-Large, is eligible to seek reappointment. Liisa Anselmi-Dalton, District 4, will resign her appointment in January 2017, due to her Senate election. The successful appointee to District 4 will be eligible to serve the remaining two years of Liisa’s appointment and will also be eligible to be reappointed for two full terms following, for a total of eight years. Applicants for District 2 and District 5 will only be eligible for two, three year terms. All appointments are made by the Governor and approved by the Senate. Notices of the upcoming vacancies will be sent to the industry from the Wyoming Lodging and Restaurant Association and Wyoming Tourism Industry Coalition seeking interested applicants. Diane Shoher requested all Board members reach out to possible candidates within the upcoming vacant districts.
- IX. New Business – there was no new business to report.
- X. Old Business – there was no old business to report.
- XI. Public Comments - there were no public comments.
- XII. Adjourn – Darren Rudloff motioned and Mark Kupke seconded to adjourn at 4:04 p.m.; the motion passed unanimously.

WYOMING OFFICE OF TOURISM - BUDGET SUMMARY

OPTIMUM >>> 33.3%

FY17 - Year to date for the period:

7/1/2016 - 10/31/2016

	BUDGETED	EXPENDED	ENCUMBERED	BALANCE	%
PROGRAM BUDGET SUMMARY					
Tourism Initiatives	\$ 113,000.00	\$ 11,963.70	\$ -	\$ 101,036.30	10.6%
Brand Studio	\$ 9,403,668.00	\$ 1,112,928.06	\$ 7,447,357.23	\$ 843,382.71	91.0%
Global Sales and Service	\$ 1,520,302.50	\$ 217,050.66	\$ 549,912.65	\$ 753,339.19	50.4%
Business Operations	\$ 2,801,968.00	\$ 699,875.26	\$ -	\$ 2,102,092.74	25.0%
FIFI	\$ 318,406.76	\$ 61,071.00	\$ 11,200.00	\$ 246,135.76	22.7%
TOTAL	\$ 14,157,345.26	\$ 2,102,888.68	\$ 8,008,469.88	\$ 4,045,986.70	71.4%

FY17

Personal services 100	\$ 2,394,025.50	\$ 667,774.35	\$ -	\$ 1,726,251.15	27.9%
Support services 200	\$ 818,402.09	\$ 101,923.02	\$ 300,000.00	\$ 416,479.07	49.1%
Central data services 400	\$ 48,046.50	\$ 10,174.63	\$ -	\$ 37,871.87	21.2%
Grants (FIFI) 600	\$ 318,406.76	\$ 61,071.00	\$ 11,200.00	\$ 246,135.76	22.7%
Professional services 900	\$ 10,578,464.41	\$ 1,261,945.68	\$ 7,697,269.88	\$ 1,619,248.85	84.7%
TOTAL	\$ 14,157,345.26	\$ 2,102,888.68	\$ 8,008,469.88	\$ 4,045,986.70	71.4%

Biennium

Personal services 100	\$ 4,788,051.00	\$ 667,774.35	\$ -	\$ 4,120,276.65	13.9%
Support services 200	\$ 1,636,804.17	\$ 101,923.02	\$ 300,000.00	\$ 1,234,881.15	24.6%
Central data services 400	\$ 96,093.00	\$ 10,174.63	\$ -	\$ 85,918.37	10.6%
Grants (FIFI) 600	\$ 318,406.76	\$ 61,071.00	\$ 11,200.00	\$ 246,135.76	22.7%
Professional services 900	\$ 21,156,928.83	\$ 1,261,945.68	\$ 7,697,269.88	\$ 12,197,713.27	42.3%
TOTAL	\$ 27,996,283.76	\$ 2,102,888.68	\$ 8,008,469.88	\$ 17,884,925.20	36.1%

Notes:

FY17 is the first year in the 2017-18 biennium which started July 1, 2016; biennium will end June 30, 2018

Total expenditures and encumbrances for the current year-to-date is 71.4% of the budget

We have spent 49.1% of budgeted amount for 200 series expenditures

We have spent 84.7% of budgeted amount for 900 series expenditures

CONTRACT SUMMARY FOR NOVEMBER 21, 2016

INFORMATION ONLY:

MELISSA ELKINS – AMENDMENT THREE – this amendment shall extend the expiration date from December 31, 2016 to December 31, 2017. The original contract allowed the Contractor to provide research services for Tourism for a total contract amount of \$11,000 and an expiration date of June 30, 2016. Amendment One added \$14,750 so the Contractor could continue research assistance to Tourism. Amendment Two added \$18,000 for further research efforts. This contract, including all amendment, shall not exceed \$43,750 and is set to expire June 30, 2017.

WZRD, L.I.C – the Wyoming Office of Tourism is partnering with Jackson Hole Mountain Resort (JHMR) and Jackson Hole Travel and Tourism Board (JHTTB) to create a winter content campaign that will feature a short film and fully interactive digital platform, which will be produced by the Contractor. In addition, a dedicated website will also host a sweepstakes sponsored by JHMR. Key objectives are to connect a global audience; maximize reach and exposure to potential visitors; generate highly targeted leads through the sweepstakes and produce highly relevant, timely and personal content and engage with visitors over a two-year campaign period leading up to and during the 2018 Olympic Games. This contract shall not exceed \$12,500 for WOT's portion and the contract is set to expire December 31, 2018.

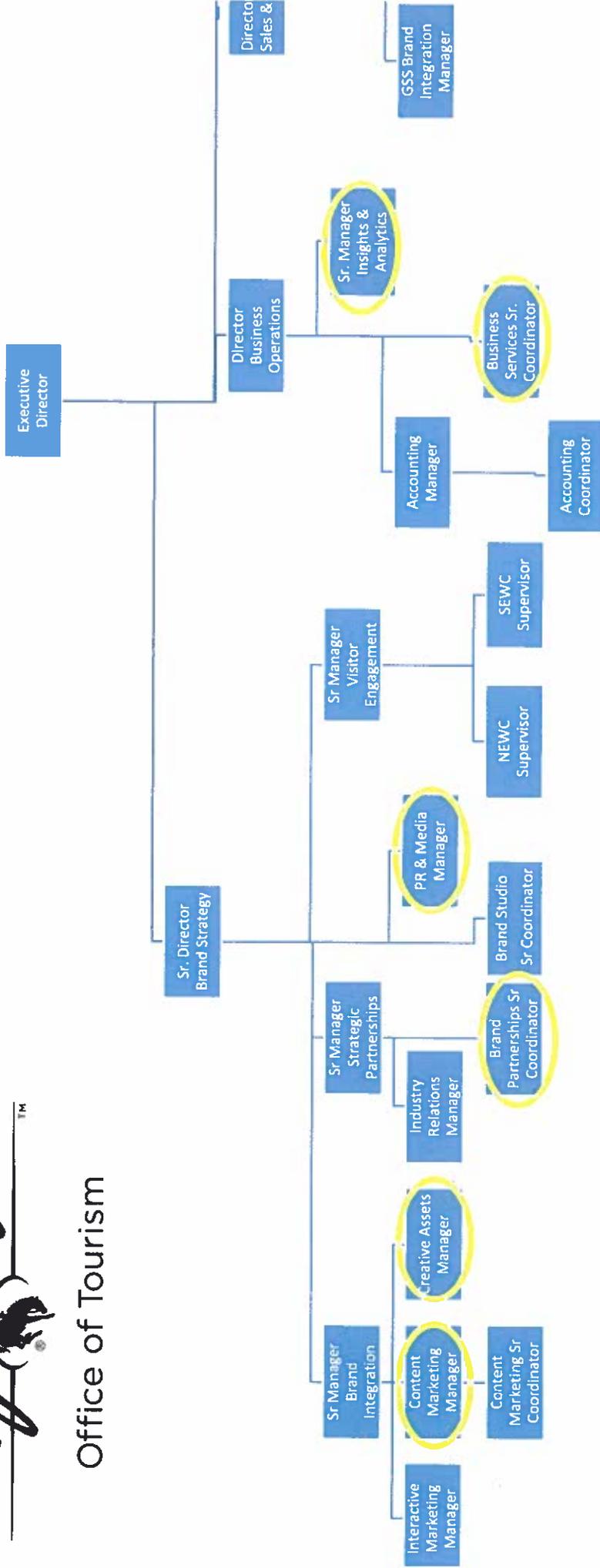
LARAMIE COUNTY TOURISM BOARD, d.b.a. TOURISM PROMOTION JOINT POWERS BOARD – this Technical Assistance Grant will allow the Contractor to design and produce Cheyenne Wayfinding Signage. This contract shall not exceed \$5,000 and is set to expire November 30, 2017.

CASPER CONVENTION AND VISITORS BUREAU – this Technical Assistance Grant will allow the Contractor to design a Certified Ambassador's Program for the Casper Area. This contract shall not exceed \$5,000 and is set to expire November 30, 2017.

SWEETWATER TRAVEL AND TOURISM – this Technical Assistance Grant will allow the Contractor to design and produce gateway welcome signage for the town of Rock Springs. This Contact shall not exceed \$3,750 and is set to expire November 30, 2017.



Office of Tourism





Proposed schedule of Wyoming Tourism Board conference calls, meetings and dates

2016

- **November 21, 2016 – conference call – 3:00 p.m.**

2017

FYI – January 12, 2017 is the Joint Appropriations Committee (JAC) meeting in Cheyenne at a time TBA

- **Sunday – January 29, 2017 – 1:00 p.m. – in conjunction with the 2017 Governor’s Conference on Hospitality and Tourism, Cheyenne Little America, Room TBA**
- **NO FEBRUARY MEETING**
- **NO MARCH MEETING**
- **April 3, 2017 meeting will be an in-person meeting to meet new Board members and welcome them aboard! Casper, place TBA**
- **NO MAY MEETING**
- **June 19, 2017 – 3:00 p.m. conference call**
- **NO JULY MEETING**
- **August 21, 2017 – 3:00 p.m. conference call – Board Nominations on Agenda**
- **NO SEPTEMBER MEETING**
- **October 11, 2017 – this meeting will be in conjunction with the Fall Summit – Saratoga – dates of the Summit are October 11th and 12th, 2017. Date of Board meeting will be determined depending on Summit Agenda, but will most likely be October 11th from 1:00 to 5:00 p.m. Board elections will take place during this meeting.**
- **NO NOVEMBER MEETING**
- **December 2017 – will determine need for meeting**

2018

- **January 22, 2018 – conference call – 3:00 p.m.**
- **February 25, 2018 – in conjunction with the 2018 Governor’s Conference on Hospitality and Tourism, Little America Hotel, Room TBA**

***All conference calls will use 888-602-4360 (no passcode) unless notified**

***All above dates are tentative and subject to change with notice.**